



Announcing Our Semi-Annual Discount Sale of Furniture

For years it has been the custom of this store to offer two clearance sales to balance our stock after the heavy buying of the previous season. This year, though merchandise is harder to get and it will cost us considerably more to replace the goods offered, we still feel that we should follow our regular custom and offer a 20% reduction on every piece of furniture in our stock, with exception of all nationally priced items.

This is simply a clearance sale to clear out broken lines, odd suites and the like—the 20% reduction being offered to make these values more attractive to you. Coming at a time when prices are naturally high and with no probability of their dropping for some time, we recommend this sale to anyone interested in getting high-grade home furnishings at a substantial saving. To overlook this opportunity is to entirely ignore thrift and economy, so vitally important in the all-absorbing issue of lowering living costs.

A Sale Without Camouflage

We tell you very frankly this is a clearance—our regular semi-annual discount sale. Our buyers leave for the Furniture markets tomorrow—and in order to balance stock and to make floor room to show our new goods we are offering a straight discount of 20%. It is a sale based on 100% truth—the reductions being exactly as we have represented, 20% off from the regular price of every piece in the store. The old price tags remain attached—you simply deduct one-fifth and count that your saving by buying now. This is a sale big and true—typical of this institution.

A Sale Full of Savings

Furniture prices as you have been warned, are mounting higher—the wholesale quotations recently received showed an increase over any previous. Further increases are not unexpected. That is why we call this “a sale full of savings.” With prices certain to be as high, if not higher, for some time, you can readily understand why it would be well to anticipate your needs in home furnishings and buy during this sale. Remember, if you so desire, we will store your purchases until needed.

Convenient Payment Terms

Our credit service, dignified and devoid of all red tape, is at your disposal. We will be glad to arrange weekly or monthly terms to suit you—pay a little down and so much regularly until your bill is cleared. There is no difference in our cash or credit prices—you save the regular 20% even though you extend your payments over a year's time. Thus everyone can have good furniture at worthwhile savings. So have the home you want now and pay, at your convenience.

Buy That Home Outfit Now

Newlyweds and those planning to go to housekeeping should plan to take advantage of this sale. Think of being able to save one-fifth—\$100 on a \$500 home outfit—by buying this month! Our complete stock with good-looking, comfortable, substantial furniture for every room in the house is offered. Come in at your very first opportunity—get the pick of our many big values and save 20%. As at all other times, every piece carries our guarantee of full satisfaction.

One Price-Plain Figures
FRANC'S

Everything for the Well Furnished Home—On Convenient Payments
241-243 West Second St., Davenport, Phone Davenport 124.



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